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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Mark Alexander Shand

Application No.: 10/040,757

Group Art Unit: 2671

Filed: December 28, 2001

Examiner: Not yet assigned

For: VIEWER-TARGETED DISPLAY
SYSTEM AND METHOD

Attorney Docket No.: 9772-0338-999

Confirmation No. 3560

COMMUNICATION

Assistant Commissioner for Patents
Washington, D.C. 20231

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Sir:

The referenced application was filed without a Power of Attorney; Applicants' attorney encloses herewith a Power of Attorney by Assignee, and requests the document be of record in the file. The assignment of the assignors' interest was recorded in the United States Patent and Trademark Office on December 28, 2001, at Reel 012484, Frame 0809.

The Commissioner is authorized to charge any fees associated with this communication to our deposit account number 16-1150 (Order No. 9772-0338-999). A copy of this sheet is enclosed for such purpose.

Respectfully submitted,

Date September 24, 2002

31,066

Gary S. Williams

(Reg. No.)

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Enclosure

GROUP 3600

Communication
9772-0338-999 (P00-3549)

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**POWER OF ATTORNEY BY ASSIGNEE
AND CERTIFICATE UNDER 37 CFR 3.73(b)**

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To the Patent and Trademark Office:

The undersigned assignee of the entire interest in application for letters patent entitled: VIEWER-TARGETED DISPLAY SYSTEM AND METHOD, and having the named inventor: MARK ALEXANDER SHAND, and bearing Serial Number 10/040,757 and Filing Date December 28, 2001, hereby appoints the following attorneys to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith; said appointment to be to the exclusion of the inventor(s) and his (their) attorney(s) in accordance with the provisions of 37 C.F.R. 1.32: Berj A. Terzian (Reg. No. 20060), David Weild, III (Reg. No. 21094), Barry D. Rein (Reg. No. 22411), Stanton T. Lawrence, III (Reg. No. 25736), Charles E. McKenney (Reg. No. 22795), Philip T. Shannon (Reg. No. 24278), Francis E. Morris (Reg. No. 24615), Charles E. Miller (Reg. No. 24576), Gidon D. Stern (Reg. No. 27469), John J. Lauter, Jr. (Reg. No. 27814), Brian M. Poissant (Reg. No. 28462), Brian D. Coggio (Reg. No. 27624), Rory J. Radding (Reg. No. 28749), Stephen J. Harbulak (Reg. No. 29166), Donald J. Goodell (Reg. No. 19766), Thomas E. Friebe (Reg. No. 29258), Laura A. Coruzzi (Reg. No. 30742), Jennifer Gordon (Reg. No. 30753), Geraldine F. Baldwin (Reg. No. 31232), Victor N. Balancia (Reg. No. 31231), Samuel B. Abrams (Reg. No. 30605), Steven I. Wallach (Reg. No. 35402), Marcia H. Sundeen (Reg. No. 30893), Paul J. Zegger (Reg. No. 33821), Edmond R. Bannon (Reg. No. 32110), Adriane M. Antler (Reg. No. 32605), Thomas G. Rowan (Reg. No. 34419), James G. Markey (Reg. No. 31636), Thomas D. Kohler (Reg. No. 32797), Scott D. Stimpson (Reg. No. 33607), Gary S. Williams (Reg. No. 31066), Ann L. Gisolfi (Reg. No. 31956), Todd A. Wagner (Reg. No. 35399), Scott B. Familant (Reg. No. 35514), Kelly D. Talcott (Reg. No. 39582), Francis D. Cerrito (Reg. No. 38100), Anthony M. Insogna (Reg. No. 35203), Brian M. Rothery (Reg. No. 35340), Brian D. Siff (Reg. No. 35679), Michael J. Lyons (Reg. No. 37386), Garland T. Stephens (Reg. No. 37242), Nikolaos C. George (Reg. No. 39201), Stephen S. Rabinowitz (Reg. No. 40286), Ognjan V. Shentov (Reg. No. 38051), and Kenneth L. Stein (Reg. No. 38704), all of Pennie & Edmonds LLP, whose addresses are: 1155 Avenue of the Americas, New York, New York 10036; 1667 K Street N.W., Washington, DC 20006; and, 3300 Hillview Avenue, Palo Alto, CA 94304, and each of them its attorneys, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

In addition, the undersigned assignee also appoints: Irene Kosturakis (Reg. No. 33,724); Keith Lutsch (Reg. No. 31,851); Joseph Arrambide (Reg. No. 39,589); Sarah T. Harris (Reg. No. 35,891); Barry Blount (Reg. No. 35,069); Richard P. Lange (Reg. No. 27,296); Theodore S. Park (Reg. No. 26,971); Diane C. Drozenski, (Reg. No. 39,177), and Laura Turley (Reg. 35,850) to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

In accordance with 37 CFR 3.73 the assignee hereby certifies that it is the assignee of the entire right, title and interest in the patent application identified above by virtue of an Assignment from the inventor(s). *Said assignment recorded in the Patent and Trademark Office on December 28, 2001 at Reel/Frame 012484/0809.* The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of undersigned's knowledge and belief, title is in the assignee identified below.

The undersigned hereby declares that all statements made herein of his/her own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Title 18, United States Code, 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Direct all telephone calls to GARY S. WILLIAMS at (650) 493-4935. Address all correspondence to:

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By: Richard P. Lange

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Date: 3 sep 2002

File No. 9772-0338-999 (P00-3549)